

**WORKLOAD INFORMATION****18. WORKLOAD ESTIMATES**

| <b>Workloads</b>  | <b>Frequency</b> | <b>Qty</b>                       |
|---|------------------|----------------------------------|
| <b>Design</b> , log, track, and distribute graphic works - posters, flyers, brochures, table tents, calendars, Keesler News supplement and monthly magazine etc. for all customers. Illustrators log  | Annually         | 300 Graphic Jobs                 |
| <b>Produce</b> advertising print copy in the marketing office on marketing equipment. Illustrators log.   | Annually         | 38,892 Products                  |
| <b>Final prep</b> to make all outsourced advertising camera ready for print, examples are 2 Banners / 3 Services folders / 12 editions of 20 page Services magazine, 4 page monthly insert for the Keesler news, and 2 self-inking stamps, etc...                         | Annually         | 32 Jobs                          |
| Reproduction of all outsourced advertising material such as 2 Banners / 3,000 folders / and 8,000 copies of 20 page magazine, etc   | Annually         | Over 1.9 million Copied pages    |
| Take, track, organize, and file photographs for Services facilities and events for documentation and historical purposes only. From July 02 to Mar 03 Marketing provided photo support for 23 activity events.(23/9 months=ave 2.55 per month x 12 = Tech estimate of 31. | Annually         | 31 Events                        |
| Schedule marquees for Services program and information. Marquees schedule   | Annually         | 157 Requests                     |
| Design and administer surveys that provide forecasting information for facilities and events for Services managers and leadership. Keesler currently has 16 surveys scheduled for 2003. The results can create a requirement for follow-up surveys.                       | Annually         | 16 Surveys                       |
| Facilitate focus groups and analyze information gathered for facilities to modify programs and events.  | Annually         | 2 Focus Groups                   |
| Marketing Director meets with each facility manager as required to update, review and provide input to marketing plans and check marketing efforts for all Services facilities. The plans are maintained within each facility.  | Annually         | 18 Plans                         |
| Non Prior Service Student briefing:   | Annually         | 49 Briefing                      |
| Permanent Party, base newcomers orientation   | Annually         | 38 Briefing                      |
| Spouses: 1 hour allotted to brief 4 times a year  | Annually         | 4 Briefing                       |
| First Term Airman's Tour and Right Decision Seminars.   | Annually         | 25 Tours<br>11 Seminars          |
| Other Briefings As Requested: Examples are: National Guard, CC calls, parents groups, Creative Critters, Group, Navy & Marine personnel, etc  | Annually         | 6 Briefings                      |
| Special Event Promotion Plans and Implementation  | Annually         | 26 AETC plan<br>12 Keesler plans |

KEESLER BASE OPERATING SUPPORT  
MARKETING AND PUBLICTY

| <b>Workloads</b>   | <b>Frequency</b> | <b>Qty</b>        |
|--|------------------|-------------------|
| Base Newspaper Submissions (Publicist maintains file)  | Annually         | 420 Submissions   |
| Base Cable TV (Publicist maintains file)   | Annually         | 147 Submissions   |
| Wing Bulletin (Publicist maintains file)   | Annually         | 148 Submissions   |
| Retiree's Newsletter (Publicist maintains file)  | Annually         | 9 Submissions     |
| Officer Spouses Club News Letter (Publicist maintains file)  | Annually         | 70 Submissions    |
| Keesler bulletin board: (format different than Wing Bulletin). (Publicist maintains file)  | Annually         | 129 Submissions   |
| Page Master for the Services website: To include Incorporating the happening magazine information into all 115 pages of the web page prior to the magazines publication.   | Annually         | 12 Updates        |
| Provide tailored printed products for customers (club newsletters, ad packages, commander's information packets, and Inspection Team folders with printed program and facility advertising materials as requested.         | Annually         | 10 Projects       |
| Provide and maintain lending library (camera, Santa suit, easels, frames, decorations etc...) to Services facilities and programs in support of Services promotion and advertising.  | Annually         | 63 requests       |
| Inventory, maintain, and track all marketing property equipment (NAF & APF). Files maintained in the publicist's office.   | Annually         | 1 inventory       |
| Maintain all marketing reports (after action, utilization, program, and personnel). Maintained in books located in the Marketing office.   | Annual           | 9 reports         |
| The marketing director as well as other employees must give guidance to all customers on effective promotion strategy, Ari Force PRISM, AF customer feedback survey's cross marketing, graphic design, cost of goods, etc. | Annually         | 48 Requests       |
| The marketing director provides marketing regulations, policy guidance and interpretation for the base personnel and Services. Maintained in books located in the Marketing office.  | Annually         | 50 Requests       |
| The marketing budget is prepared and submitted to finance for approval from the Appropriate leadership on a rolling monthly basis. Get copy from SVF.  | Annually         | 1 Budget          |
| All budget capital requirements must be identified, researched, and submitted for approval by the NAF council. Located in the Marketing office.  | Annually         | 1 Capital Budget  |
| A program and event master calendar is developed for facilities, senior management and commander's information. Produced in Jan, updated each quarter. 12 pages.   | Annually         | 1 Calendar        |
| Maintain the Services Division History Scrapbook   | Annually         | 50 Weekly updates |
| Mail out It's Happening Magazine to on-base organizations. List in Publicist's Office. 22 packages are mailed out on the first of every month.   | Annually         | 12 mail outs      |

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